

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WTHR - TV Indianapolis, IN	Date: 03/22/2013
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I, Rebecca Herrigel
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

SEE ATTACHED

Date of First Broadcast: 03/26/2013

Date of Last Broadcast: 04/07/2013

Total Charges: \$*****65,909.00 NETThis broadcast time will be used by: Mayors Against Illegal Guns Action Fund

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

03/22/2013 *Rebecca Herrigel* 770-427-0735
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title



STATION ISSUE ADVERTISING INFORMATION SHEET

(To be filled out and kept on file for public inspection)

To: Nancy Lavelly
Station: WTHR
From: Shepard Ritzen
Date: 3/25/2013

Agency: DCI Group
Address: 1828 L St NW
Suite 400
Washington DC 20036

Phone#: 202-329-2150
Fax#:

Contact: Beneva Schulte

Issue: Mayors Against Illegal Guns Action Fund

Proposition: EDUCATE POLICY MAKERS, AS WELL AS
THE PRESS AND THE PUBLIC, ABOUT THE
CONSEQUENCES OF GUN VIOLENCE AND
PROMOTE EFFORTS TO KEEP GUNS OUT OF
THE HANDS OF CRIMINALS

Position: Gun Control

Office: 909 Third Avenue, 15th Floor
Address: New York, NY 10022

Phone#: 212-583-6000

Executive Officer:

Arkadi Gamey

Title: Treasurer

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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () BOB CAIN
Salesperson Phone# 215-557-4216
Salesperson FAX#

NEW ORDER *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	5A-530A	5A NEWS	:30	\$300.00	03/26-03/29	1	1	1	\$300.00	
				Buyline Comment: 5A NEWS								
	2	TU-F	530A-6A	530A NEWS	:30	\$500.00	03/26-03/29	1	1	1	\$500.00	
				Buyline Comment: 530A NEWS								
	3	TU-F	6A-7A	6A NEWS	:30	\$900.00	03/26-03/29	3	1	3	\$2,700.00	
				Buyline Comment: 6A NEWS								
	4	TU-F	7A-9A	TODAY	:30	\$800.00	03/26-03/29	6	1	6	\$4,800.00	
				Buyline Comment: TODAY								
	5	TU-F	9A-10A	TODAY 2	:30	\$400.00	03/26-03/29	3	1	3	\$1,200.00	
				Buyline Comment: TODAY 2								
	6	TU-F	10A-11A	TODAY 3	:30	\$300.00	03/26-03/29	3	1	3	\$900.00	
				Buyline Comment: TODAY 3								
	7	TU-F	12P-1230P	NOON NEWS	:30	\$350.00	03/26-03/29	3	1	3	\$1,050.00	
				Buyline Comment: NOON NEWS								
	8	TU-F	1230P-1P	NOON NEWS	:30	\$350.00	03/26-03/29	3	1	3	\$1,050.00	
				Buyline Comment: NOON NEWS								
	9	TU-F	2P-3P	DR OZ	:30	\$400.00	03/26-03/29	3	1	3	\$1,200.00	
				Buyline Comment: DR OZ								

Rep Order# 7955628 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 03/25/2013 11:23 AM
Last Received: 03/25/2013 10:54 AM
Showing Buylines: All Lines

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Station WTHR-TV INDIANAPOLIS, IN
Advertiser () MAYORS AGST ILLG GUN
Product ACTION FUND
Estimate#
Buyer BENEVA SCHULTE
Phone#
Fax#

Agency () DCI GROUP
1828 L ST NW, SUITE 400
WASHINGTON, DC 20036
Agency C/P1/P2/E
Flight Dates 03/26/2013 - 04/07/2013
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () BOB CAIN
Salesperson Phone# 215-557-4216
Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	10	TU-F	3P-4P	ELLEN	:30	\$500.00	03/26-03/29	3	1	3	\$1,500.00	
				Buyline Comment: ELLEN								
	11	TU-F	5P-6P	5P NEWS	:30	\$1,000.00	03/26-03/29	3	1	3	\$3,000.00	
				Buyline Comment: 5P NEWS								
	12	TU-F	6P-630P	6P NEWS	:30	\$1,200.00	03/26-03/29	3	1	3	\$3,600.00	
				Buyline Comment: 6P NEWS								
	13	TU-F	7P-730P	WHEEL	:30	\$1,100.00	03/26-03/29	3	1	3	\$3,300.00	
				Buyline Comment: WHEEL								
	14	TU-F	730P-8P	JEOP	:30	\$1,200.00	03/26-03/29	3	1	3	\$3,600.00	
				Buyline Comment: JEOP								
	15	TU-SU	11P-1135P	LT NEWS	:30	\$1,400.00	03/26-03/31	3	1	3	\$4,200.00	
				Buyline Comment: LT NEWS								
	16	TU-F	1135P-1235A	TONIGHT	:30	\$500.00	03/26-03/29	3	1	3	\$1,500.00	
				Buyline Comment: TONIGHT								
	17	TU-F	1235A-135A	FALLON	:30	\$200.00	03/26-03/29	2	1	2	\$400.00	
				Buyline Comment: FALLON								
	18	SA	6A-7A	SA NEWS	:30	\$300.00	03/30-04/06	1	2	2	\$600.00	
				Buyline Comment: SA NEWS								
	19	SA	7A-8A	SA NEWS	:30	\$500.00	03/30-04/06	1	2	2	\$1,000.00	
				Buyline Comment: SA NEWS								
	20	SA	8A-10A	SA NEWS	:30	\$600.00	03/30-04/06	1	2	2	\$1,200.00	
				Buyline Comment: SA NEWS								

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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () BOB CAIN
Salesperson Phone# 215-557-4216
Salesperson FAX#

Daypart

Buyline Comment: SA-SU E. NEWS

Buyline Comment: CHRIS MATTHEWS

Buyline Comment: SU NEWS

Buyline Comment: SU NEWS

Byline Comment: SU NEWS

Buyline Comment: MEET THE PRESS

Buyline Comment: SPORTS JAM

Byline Comment: 5A NEWS

Buyline Comment: 530A NEWS

Byline Comment: 6A NEWS

Buyline Comment: TODAY

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Station WTHR-TV INDIANAPOLIS, IN Advertiser () MAYORS AGST ILLG GUN Product ACTION FUND Estimate# Buyer BENEVA SCHULTE Phone# Fax#				Agency () DCI GROUP 1828 L ST NW, SUITE 400 WASHINGTON, DC 20036 Agency C/P1/P2/E Flight Dates 03/26/2013 - 04/07/2013 Hiatus Weeks				Rep Firm Sales Office () PHILADELPHIA Salesperson () BOB CAIN Salesperson Phone# 215-557-4216 Salesperson FAX#				
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	32	M-F	9A-10A		:30	\$400.00	04/01-04/05	3	1	3	\$1,200.00	
		Buyline Comment: TODAY 2										
	33	M-F	10A-11A		:30	\$300.00	04/01-04/05	3	1	3	\$900.00	
		Buyline Comment: TODAY 3										
	34	M-F	12P-1230P		:30	\$350.00	04/01-04/05	3	1	3	\$1,050.00	
		Buyline Comment: NOON NEWS										
	35	M-F	1230P-1P		:30	\$350.00	04/01-04/05	3	1	3	\$1,050.00	
		Buyline Comment: NOON NEWS										
	36	M-F	2P-3P		:30	\$400.00	04/01-04/05	3	1	3	\$1,200.00	
		Buyline Comment: DR OZ										
	37	M-F	3P-4P		:30	\$500.00	04/01-04/05	3	1	3	\$1,500.00	
		Buyline Comment: ELLEN										
	38	M-F	5P-6P		:30	\$1,000.00	04/01-04/05	3	1	3	\$3,000.00	
		Buyline Comment: 5P NEWS										
	39	M-F	6P-630P		:30	\$1,200.00	04/01-04/05	3	1	3	\$3,600.00	
		Buyline Comment: 6P NEWS										
	40	M-F	7P-730P		:30	\$1,100.00	04/01-04/05	3	1	3	\$3,300.00	
		Buyline Comment: WHEEL										
	41	M-F	730P-8P		:30	\$1,200.00	04/01-04/05	3	1	3	\$3,600.00	
		Buyline Comment: JEOP										
	42	M-SU	11P-1135P		:30	\$1,400.00	04/01-04/07	3	1	3	\$4,200.00	
		Buyline Comment: LT NEWS										

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Product ACTION FUND
Estimate#
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Salesperson Phone# 215-557-4216
Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	43	M-F	1135P-1235A		:30	\$500.00	04/01-04/05	3	1	3	\$1,500.00	
Buyline Comment: TONIGHT												
	44	M-F	1235A-135A		:30	\$200.00	04/01-04/05	2	1	2	\$400.00	
Buyline Comment: FALLON												

---REPORT TOTALS---

Report Totals: 118 / \$77,540.00

---SALES MONTHLY TOTALS---

Mar 13: 59 / \$38,770.00 Apr 13: 59 / \$38,770.00
Sales Totals: 118 / \$77,540.00
Station Totals: 118 / \$77,540.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$193,030	CABL 0%	ETHR 0%	JTHR 0%	UNKN 0%	WALV 0%
		WISH 25%	WNDY 3%	WRTV 15%	WTHR 40%	WTTV 0%
		WXIN 16%				

---COMPETITIVE COMMENTS---

NEW ORDER. EST SHARE

Books MAY13
Demos RA35+